

**Communicating for Impact**  
 Course Syllabus  
 March 2023

March 1-7: Introduction & Foundations of Knowing Your Audience		
Format	Learning Objectives	Assignments
Self-paced learning	<ul style="list-style-type: none"> <li>Understand the flow of the course</li> <li>Define your target audience</li> <li>Identify audience characteristics to consider</li> <li>Use two tools for knowing your audience</li> </ul>	<ul style="list-style-type: none"> <li>Fill in your learner profile</li> <li>Watch brief Welcome &amp; Goals videos</li> <li>Watch 16-minute Audience video</li> <li>Pick a piece of research to focus on</li> </ul>
March 8, 2-3:30 pm ET: Knowing Your Audience		
Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none"> <li>Meet course faculty and fellow students</li> <li>Q&amp;A session with experts</li> <li>Workshop an Audience Influencer Map</li> <li>Meet members of common target audiences</li> </ul>	<ul style="list-style-type: none"> <li>Complete Audience Influencer Map</li> <li>Complete Target Audience Profile</li> </ul>
March 9-14: Foundations of Effective Messaging		
Format	Learning Objectives	Assignments
Self-paced learning	<ul style="list-style-type: none"> <li>Learn about the importance of framing</li> <li>Identify best practices for message structure</li> <li>Use storytelling to increase understanding</li> </ul>	<ul style="list-style-type: none"> <li>Watch a 20-minute video on Effective Messaging</li> </ul>
March 15, 2-3:30 pm ET: Effective Messaging		
Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none"> <li>Q&amp;A session with experts</li> <li>Workshop your elevator pitch with experts and peers</li> <li>Learn how to define your ask</li> </ul>	<ul style="list-style-type: none"> <li>Finish Elevator Pitch</li> </ul>
March 16-21: Foundations of Reaching Your Audience		
Format	Learning Objectives	Assignments
Self-paced learning	<ul style="list-style-type: none"> <li>Identify channel characteristics to consider</li> <li>Understand best practices for various channels such as social media</li> <li>Brainstorm materials to reinforce your message</li> </ul>	<ul style="list-style-type: none"> <li>Watch a 20-minute video on Reaching Your Audience</li> <li>Translate Your Elevator Pitch</li> </ul>
March 22, 2-3:30 pm ET: Reaching Your Audience		
Format	Learning Objectives	Assignments
Live 90-minute Call	<ul style="list-style-type: none"> <li>Q&amp;A session with experts</li> <li>Practice translating your elevator pitch for different channels</li> <li>Identify best practices in data visualization</li> <li>Reflect on learnings and plan for next steps</li> </ul>	<ul style="list-style-type: none"> <li>Fill out Collateral Planning Table</li> </ul>

*Registration closes February 24, 2023, and space is limited.*